CANADIAN MOVING PICTURE DIGEST

Vol. 20, No. 7 | TORONTO 2, CANADA | June 16th, 1928

FOR DE LUXE HOUSES ONLY

The best way to stimulate business and practise economy at the same time is to do what these houses are doing—

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Charlie Chase

M-G-M News

THEY are playing M-G-M Short Subjects—
FOR INSTANCE at the Capitol, N. Y.,
CHARLIE Chase in "The Fight Pest" is
HELD over for 2nd week! Making history!
FOLLOWING with "Czarina's Secret," (*Technicolor*)
LAUREL-Hardy in "Their Purple Moment"
CHARLIE Chase in "Limousine Love"
THE "Virgin Queen" (*Technicolor*), and more!
GET wise to this smart idea! Ask

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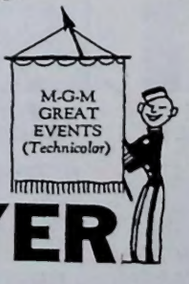

METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

"EVERY WEEK A BIG STAR!"

1928-29

3 SPECIALS
SHOW PEOPLE
Marion Davies
William Haines
THE CARNIVAL OF LIFE
John Gilbert
Greta Garbo
THE LOVES OF CASANOVA

4 LON CHANEY
While the City Sleeps
and 3 others

3 GRETA GARBO
Tiger Skin, Single Standard
and 1 more

4 WILLIAM HAINES
Excess Baggage
and 3 more

3 MARION DAVIES
Dumb Dora
and 2 more

2 RAMON NOVARRO
Gold Braid
and 1 more

2 JOHN GILBERT
The Devil's Mask
and 1 more

4 NORMA SHEARER
Ballyhoo
and 3 more

2 BUSTER KEATON
The Camera Man
and 1 more

1 LILLIAN GISH
The Wind

4 DANE-ARTHUR
Camping Out
and 3 more

3 CODY-PRINGLE
The Baby Cyclone
and 2 more

2 FLASH
The Amazing Dog Star in Grease Paint
and 1 more

6 TIM McCOY

3 COSMOPOLITAN PRODUCTIONS
Our Dancing Daughters
Breakers Ahead
Mothers and Sons

3 ELECTRIC-LIGHT HITS
The Bellamy Trial
The Wonder of Women
The Bridge of San Luis Rey

40 HAL ROACH COMEDIES
10 OUR GANG
10 LAUREL-HARDY
10 CHARLEY CHASE
10 ALL STAR

104 M-G-M NEWS
Twice Weekly

6 M-G-M GREAT EVENTS
Entirely in Technicolor

26 M-G-M ODDITIES
UFA world-wide gems

LON CHANEY

GRETA GARBO

WILLIAM HAINES

MARION DAVIES

RAMON NOVARRO

JOHN GILBERT

NORMA SHEARER

BUSTER KEATON

LILLIAN GISH

TIM McCOY

DANE-ARTHUR

CODY-PRINGLE

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LAUREL-HARDY

"OUR GANG"

AN argument **THAT** every **EXHIBITOR UNDERSTANDS— THAT** every **BOX-OFFICE APPRECIATES— THAT** no **COMPANY** can **OFFER** you **EXCEPT**

THE METRO-GOLDWYN-MAYER LION IS THE GREATEST STAR ON THE SCREEN

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THE IMPORTANT COMPANY

17 of the best PARAMOUNT PICTURES between now and August 1st!

Your cooling plant can cool crowds instead of cobwebs this summer!

big bets and all the big bets of 1928-29 in one program . . .

MARY PICKFORD in
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"Sparrows"

NORMA TALMADGE in
"The Dove"

GLORIA SWANSON in
"Sadie Thompson"
"The Love of Sunya"

CORINNE GRIFFITH in
"The Garden of Eden"

CHARLIE CHAPLIN in
"The Circus"
"The Gold Rush"

DOUGLAS FAIRBANKS in
"The Gaucho"
"The Black Pirate"

D. W. GRIFFITH'S
"Drums of Love"

JOHN BARRYMORE in
"Tempest"
"The Beloved Rogue"

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GILDA GRAY in
"The Devil Dancer"

HENRY KING'S
"Stella Dallas"

BUSTER KEATON in
"Steamboat Bill Jr."
"College"
"The General"

DOLORES DEL RIO in
"Ramona"
"Resurrection"

HERBERT BRENON'S
"Sorrell & Son"

"TWO
ARABIAN
KNIGHTS"
with William Boyd, Mary Astor
Louis Wolheim

DUNCAN SISTERS in
"Topsy and Eva"

Samuel Goldwyn presents

RONALD COLMAN and
VILMA BANKY in

"Two Lovers"

"The Magic Flame"

"The Night of Love"

"The Winning of
Barbara Worth"

YOU Can Stand in Your Lobby

and Greet Your Customers When You Run These---

Yes Sir! It's a great feeling to stand in the lobby and say "Good Evening" to your happy and satisfied customers after you've shown them a fine picture.

They tell you it's great—and they tell their friends—and if you keep on showing pictures like these the business just keeps coming in and growing—

And your theatre is making plenty of money for you.

United Artists splendid pictures build theatre business because the greatest stars and producers make them—stars and producers who are the outstanding personalities of the screen.

Here are the pictures your people want to see—

Here are the pictures you want on your screen—

Here are the pictures that make a successful business out of a theatre.

UNITED ARTISTS PICTURES

Business Builders for Bigger Box-Office Profits!

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"Robot" or "Man-Power"

RAY LEWIS

ONE has to come to New York, with its infinite variety of activities to study the motor force behind Enterprise to-day as expressed in the "Robot" or "Man-Power" Movements.

For those who do not understand the word "Robot" let us explain that it is the machine-made man, perfect in all the machinery which tends to make Man able to walk, talk, etc., etc., but into whose nostrils no God Has Breathed the breath of life, a soulless individual made to fit into the industrial life of Trade and Commerce, and there the affinity with Man ends.

The "Robot" is "Man-Power" without the "It," and the "It" quality appears to be the great need in "Man-Power" to-day.

"It" is the very gray matter of Brains, the vibrant, creative ability to conceive and to organize ideas, and to sell these ideas to markets established for their use, the "Man-Power" to even create the markets.

It is rather interesting to note that in this day of vast enterprise and the consolidation of Interests that these two opposing influences should be at work. One which seeks to eliminate "Man-Power" and to substitute the "Robot," the other force which is offering in the Realm of Finance and Industry, Motion Picture stars' salaries to "Man-Power" where it can be secured!

This machine-like efficiency sense of organization may be undermining the development of "Man-Power," for the creative ability in business appears to be as scarce as "hen's teeth;" and as high-priced!

Recently there was an announcement that a $25,000,000 corporation has been formed to produce a new "Robot," the company known as the Consolidated Merchandising Corporation, under the auspices of the United Cigar Stores and Wall Street Interests.

The company is a combine of nearly all the automatic merchandising companies. The purpose of the company is to manufacture a "talking machine," made in the image of man; and this "Robot" will repeat "selling phrases," will be able to wrap up and deliver the goods to a customer.

Salesmen, who have prided themselves on their ability to sell, will have to find another vocation, the "Robot" will do the selling, but one phrase the pro-robotites are overlooking and this is the fact that the buyers are not all "Robots;" and prospective buyers still and forever will be interested in "taking models out to dinner."

Woolworth's, Ligget Drug Company, Walgreen Drug Company, J. C. Penney, Owl Drug Company, Happiness Candy, United Cigar Stores Company, Schulte Company, Union News Company, Metropolitan Company, McCrory and Grant Company, are those named for the "Robot" system.

The companies included in the new corporation are the Automatic Merchandising Corporation of America, in partnership with the United Cigar Stores; the Sanitary Postage Service Corporation and the General Vending Corporation.

The men connected with the new company are Albert C. Allen, executive vice-president and director of the United Cigar Stores Company; Robert E. Allen, vice-president of the Central Union Trust Company; F. J. Lisman of F. J. Lisman and Co.; Stanley Nowark, director of the General Vending Corporation; Joseph J. Sschermack, president of the Schermack Corporation; and A. Granat, vice-president of the United Cigar Stores Company.

These men are not apparently "Robots," but they certainly have a great and sublime faith in a public which is expected to buy what they have to offer through the selling arguments of a machine! Advertising which embodies the creative force will be no doubt increased to help sales.

Perhaps if the system is successful; and Man is able to create the lesser man in machine-form to serve him, will not Man aspire to invent the Superman, "Man-Power," whcih will supplant its creators?

No soulless organization can live even though it has been constructed on a 100% efficiency basis!

The creative faculty, the Divine Spark in Man has equipped him to conquer Elements and Forces in life to which in physical comparison Man is a pigmy!

Not through Efficiency, nor Power has Man conquered, nor remained Monarch of Earth, but through his *Will to Live,* his ability to sense the psychological moment for his spiritual, physical, or economic Salvation!

"Man-Power" is the Radium of Enterprise, the most precious of all material, and unless the public is born a "Robot," it will take "Man-Power" to sell it.

It is not likely that we approach an age where men and women will create their children along the "Robot" plan, the old-fashioned method of creation appears to be as popular to-day as it was in the days of Adam and Eve; and sales will still be promoted as man to man.

Ray Lewis

Ray Presents

IN ALL my experience in the "Realm of Showdown," as performer, recorder, or critic, I have never availed myself of the use of that theatrical, or War-word classic designated as "Lousy." How full of expression is this vermin-eaten word, how stimulating to the imagination.

The word "Lousy" came through the War unconquered, it served our Noble Allies, ourselves and The Enemy; and when Peace was declared it came home with our soldiers!

WHEN an officer or an order was disliked, whether that officer had been "deloused" or not, he got the term anyhow when he was referred to; and a command was greeted with the same adjective, when under discussion, and under the breath.

In Showdown, a "lousy" actor, performance, manager, or audience means that either of the aforesaid named are abnoxious for various reasons.

"TENDERLOIN," Warner's Vitaphone production with Dolores Costello, is "lousy" to me as a Motion Picture, although this term has nothing to do with its producers, its star, or its players.

The picture is neither "flesh, fish, nor fowl," the voice production when it is not making the star lisp and say "ith" all the time she speaks, sounds hollow and just like a mechanical instrument!

THE PLAYERS are not expressing the Art of Expression, the Art of Pantomine so necessary to Motion Pictures, but their lips are forever speaking words, until one wishes they would either say something or "shut up."

When you expect them to talk out loud, there is a title; and when you expect a title they enunciate!

SOME "bright boy" may have conceived this two-step as a surprise element, helping the picture, but if it surprises anyone pleasurably, I am not among that number, it irritates me.

Either make your picture talk and eliminate the titles, or stick to the titles for the talking, and synchronize effects and song, music and the voice of the elements.

THE USE of the Vitaphone, or Movietone for productions which sing will prove a much less hazardous investment than pictures which give spoken dialogues.

THE REPRODUCTION of the human speaking voice, synchronized with Motion Pictures, is still imperfect, while the singing picture will give you an opportunity to test out its public appeal, whether the appeal is transient or permanent.

In "Tenderloin" the most interesting human bit was the singing of "Sweet Adeline," this lifted the picture out of its "crooked ways," and gave one a thrill!

THE STORY is centralized around a gang of crooks, and the moral of the story would teach any crook that if you squeal, the "gang" cleans you up; if you go straight, the police get in their "innings," and you do "Time.

The fact that a girl with an angel face may be waiting for you happens in "Tenderloin" but don't depend on it, in Life, "Angel faces" marry rich philanthropists who give them diamond bracelets which last forever, they marry honest men, or join the Salvation Army, with no disrespect to the last mentioned institution.

WHY the crook-hero in "Tenderloin" should get an "Angel Face" girl, after what he did to her is not according to our view of "getting what is coming to you." The "gang" with which he was associated robbed at the point of a firing gun, and banks were evidently their hobby. We have a few bankers in our Industry, I wonder how "Tenderloin" struck them?

The only excuse for the crook and Angel-Face tie-up which I saw was in Conrad Nagel, who neither looked, nor acted like a crook, he looked like an innocent man, with the face of an Angel made into a crook by the Warner Bros., what a shame! But never mind, Nagel, the audience felt that you were not fooling them at any time, and that you were no crook even if "Tenderloin" said so!

"TENDERLOIN" shows you just how it can be done, a most thorough lesson in how to be a successful crook. I felt sorry for the Hays' Organization, I bethought me that it must have "chewed iron" when it was obliged to let that kind of a moral get by.

And then I thought of the Gene Stratton Porter "clean stories" that FBO has been trying to present to the public. "The Student Prince," "Ben-Hur," by Metro-Goldwyn-Mayer; "Love Me and The World Is Mine," Universal; "Beau Geste," "Wings," Paramount; Fox's "Seventh Heaven," "The Resurrection," United Artists; Tiffany's "Wild Geese," Cecil B. DeMille's "King of Kings," Metro-Goldwyn-Mayer's "Trail of '98," the moral in Paramount's "Way of All Flesh," thank God, it is a long list, and the "Tenderloins," "What is wrong with the Movies," are few and far between.

"Jaydee" Leaves Again Back In America In July

"Talking Movies" is the Cause of the Producer's Sudden Departure.

"Jaydee" Williams walked right in and turned around and walked right out again. "Talking Movies" is the cause of Jaydee's sudden return to England, for Jaydee had come over to establish Exchanges throughout the U. S. and Canada for the sale of his product.

The United Motion Pictures Limited has J. D. Williams as Managing Director, J. D. Watson as Chairman, E. W. Lean and S. S. Macaskie on the Board.

Temporary offices in New York at 729 Seventh Avenue. Mr. Williams returns to New York early in July, announcement of product is to follow.

B. M. Garfield, Officer MontrealManagersAssoc.

Sec.-Treasurer for Nine Years Only Old Officer Returned

The annual meeting and election of officers of the Montreal Theatre Managers Association Inc., was held at Stanley Hall. The election results as follows:

President—Joseph Patenaude of the Francais Theatre, Vice President—Harry S. Dahn of the Capitol Theatre, Sec. and Treas.—B. M. Garfield of the Rialto Theatre, Chairman of the Board of Directors—Geo. Nicholas, General Manager United Amusement Corp. who operates 12 theatres. The other Directors were: John Smythe, Regal Theatre, Frank Norman, Stanley Hall, F. J. Shields, Dominion Park, Joseph Cardinal, St. Denis Theatre, Harry Kauffman, General Manager Consolidated Theatres who operate 10 theatres.

Forty-six out of the fifty-four theatres in Montreal was represented

B. M. Garfield who has been Sec'y-Treasurer for the past nine years was the only old officer returned, being elected by acclamation.

The report of the Treasurer shows that the association is in good financial position. The report of the Secretary further shows that Montreal managers have been subjected to one fight after another on the matter of combating unfair legislation.

TORONTO THEATRES

UPTOWN — Manager Nelson Shea — "Partners in Crime," with Wallace Beery and Raymond Hatton—Paramount. Class A comedy, which is nearly the equal in laugh producing qualities of "We're in the Navy Now." "Partners in Crime" however, when it has not made you laugh keeps you thrilled, for here is a comedy which swings around a situation which involves a bunch of crooks, detectives and our heroes interested in the round-up. Beery as the new detective and Hatton as a newspaper reporter are responsible for the laughs. Hatton causes himself heart-ache and face-ache owing to the fact that his double is the notorious crook and murderer, "Knife" Regan. Beery continually "lands" upon Hatton ambitious for a knock-out for "Knife" Regan; and finds out when he is ready to accept the crown of victory that he has knocked out his friend reporter, Hatton. The "Tear Bombs" finally do the trick and the "weeping gang" are led to the "Halter of Justice." Frank Strayer in his direction warmed up the action whether directed towards laughter or melodrama and produced with the help of a good cast a really Class A comedy. Mary Brian as the heroine does most satisfactory work.

TIVOLI — Manager Tom Daley — "Ramona," with Dolores Del Rio—United Artists. Class B plus. Fourth week, and playing to packed houses. Seldom has a picture met with more general approbation than "Ramona" which held the interest of the public during a four week's engagement, a phenomenal feat for Toronto.

SHEA'S HIPPODROME—Manager C. J. Appel — "Why Sailor's Go Wrong," with Sammy Cohen and Ted McNamara — Class B plus. Farce-comedy as suggested in the title. A yacht furnishes an excellent vehicle for the laugh-producing activities of our heroes and they take every opportunity to keep the laughs going. The scenes where the boys find themselves minus their clothing and are obliged to attire themselves in any available covering is broad in its humour but merry and inoffensive. The scenes on the island where our sailors find themselves surrounded by everything in the animal line from a monkey to a lion succeeds in getting its audience into a state bordering on hysterical laughter, thrills and laughs abound. Henry Lehrman directed from a story by William Conselman and Frank O'Connor. Lehrman handled and built up his story material for amusing situations remarkably well.

LOEW'S — Manager Jules Bernstein —"Circus Rookies," with Karl Dane and George K. Arthur — Metro-Goldwyn-Mayer. Class B plus. Karl Dane is the big Swede hit, looking for a job in a circus, which he finally lands. The owner sets him to the task of cleaning a cage. Therein is a man-eating ape. The big Swede being innocent of any man-consuming appetites which the gorilla may possess, makes friends with the beast much to the relief of the audience which is expecting the big Swede's speedy demise any moment. George Arthur holds up his end of the comedy stick working in plenty of laughs on his own, especially in the scene where he spoils David's new suit by splashing mud all over it while speeding in his new "Tin Lizzie." Edward Sedgwick who helped to write the story also directed the picture and took advantage of every opportunity to create a laugh. That he was most successful was evident by the hearty "ha! ha's!" which reverberated merrily throughout the theatre. Louis Lorraine fitted into the rollicking setting with becoming aptitude and grace.

PANTAGES—Manager Fred Shafer — "Honor Bound," with Estelle Taylor and George O'Brien—Fox. Class B plus. Good strong melodrama written by Jack Bethea, who as a newspaper man investigated Southern prison camp conditions. George O'Brien in the lead does impressive work. Estelle Taylor as the female philanderer is good. Sam De Grasse and Tom Santschi contribute their share of good acting. Alfred Green as director handled his material well. Pretty strong meat in several places, especially the scenes showing the brutality of jailors and the foreman of the labour gang of convicts, the lashing of the hero. The story is said to contain facts revealing the conditions in Alabama as they really existed.

WANTED

200 second hand upholstered Chairs.

Apply BOX 7, DIGEST

Babies In Arms Barred From Quebec Theatres

Managers Fined for Various Tests of Law

That even a baby in arms, only a few months old, cannot be taken by its mother to a moving picture theatre in the Province of Quebec under the new law forbidding the presence of children under 16 years of age was decided in a test case in the court at Montreal on June 8 when J. Cardinal, proprietor of the St. Denis Theatre, one of the largest theatres in Montreal, and Manager Rickner, were condemned to pay fines of $10 and costs for each of three cases.

It was also decided by Recorder Semple, who heard the case, that the new law applies to theatres where mixed performances are given, the accused contending that entertainment other than moving pictures was presented at the theatre.

Another interesting circumstance of the cases was that the father of four children, who had been admitted to the theatre with him, stood on his parental rights and claimed purisdiction over his family's morals, regardless of the prohibitory law. Despite these claims by the parent, the theatre owner was fined in this instance. In each of the three charges against the St. Denis Theatre it was found that the parents had accompanied their own children to the theatre, which would have been proper under the previous statutes.

That the decision of the court might stand as a precedent in all such cases under the new law, Recorder Semple wrote out his judgment in full, discussing all angles of the situation.

Ray Tubman Honored Guest Kiwanis Club Luncheon

Ray Tubman, manager of the Regent and Imperial Theatres, Ottawa, Ontario, was a guest of honor at the Kiwanis Club luncheon in the Canadian Capital on June 8 when he filled the role of "silent booster," distributing a large number of theatre passes as gifts. In a special address, Mr. Tubman told of the organization of Famous Players Can. Corp., which corporation now owned or controlled 135 theatres throughout Canada.

At the plate of each person present was a herald for the next attraction at the Regent, "Sadie Thompson," starring Gloria Swanson. On the back of the folder was a portrait of Mr. Tubman himself.

James Hall has been selected for the male lead opposite Clara Bow in "The Fleet's In," scheduled for production soon by Paramount. The director will be Malcolm St. Clair.

He's sitti
of the

4 Carl Laemmle Super Productions

The Man Who Laughs
Uncle Tom's Cabin
Show Boat (Now In Production) **Broadway** (To Go Into Production Soon)

6 Smashing Laemmle Specials

The Foreign Legion **The Michigan Kid**
The Girl on the Barge
Give and Take **The Last Warning**
The Cohens and Kellys in Atlantic City

4 Big-Money Dennys

22 Headliner Jewels

4 Laura La Plantes
4 Glenn Tryons
Freedom of the Press
Anybody Here Seen Kelly
Man, Woman and Wife
Red Lips
Honeymoon Flats
The Shakedown
The Play Goes On
The Charlatan
Jazz Mad
Come Across
Silks and Saddles
The Grip of the Yukon
Phyllis of the Follies
You Can't Buy Love

8 Hoot Gibson Jewels
22 Five-Reel Western and Thrill Features
Complete Service Contract

The Best Shorts in the World

Tarzan the Mighty and 4 Other Amazing Super Serials
24 The Collegians
52 Stern Brothers Comedies
Including 13 Snookums
52 Two-Reel Action Featurettes
26 Oswald—1-Reelers
13 Laemmle Novelties—1-Reelers
13 Horace in Hollywood
1-Reelers
104 International Newsreel

and 10,000
sitting there

Of course he's happy. W
twenty-six of his sixty-seve
1928-1929 READY NOW
see.

And exhibitors are happ
buy. Finished pictures. C
actually ready now in th
season. It's never been
mle's done it. Twenty-six
Exchange Manager. He's
to show.

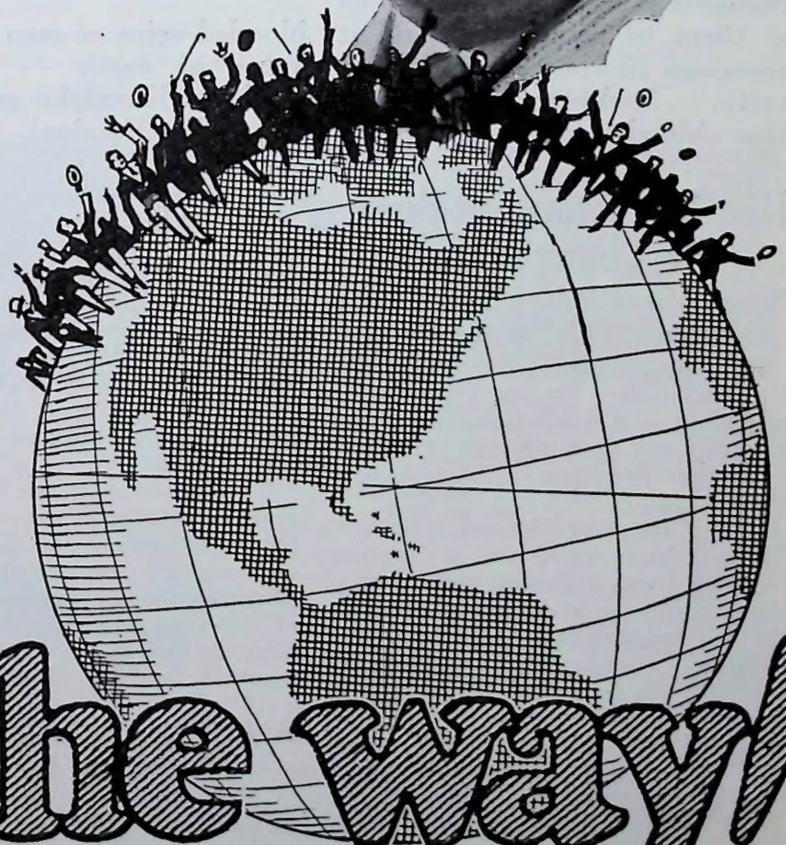
Carl Laemmle

s on top world

Exhibitors are with him!

shouldn't he be. With Universal Headliners for the exchanges for you to

They can see before they lleted pictures. Pictures weeks of the selling before. But Carl Laemdly. Ask your Universal 'em. And he's rarin'



shows the way!

GOLD---GOLD---GOLD
"THE TRAIL OF '98"

Metro-Goldwyn-Mayer's Epic of the Klondyke Gold Rush — Class A — The Spirit of The Poet, "Service" on the Screen

GOLD — Klondyke — Gold — box-office gold — satisfied — thrilled audiences — gold.

Life with its insides intact—tight-belted — full-blooded — grit — snow — ice—avalanches — mud — slush — hunger — gold: Hate — love — tears — laughter — thrills — suspense — gold — Klondyke gold.

Men — women — beasts — all for gold. Strong men — foul-mouthed and full of foul desires, strong men — foul-mouthed full of good desires — ambitious for gold — Klondyke gold — prayers — curses — marches — grit — guts — Gold—Death—Gold!

Men conspiring against men to keep them from gold and the elements conspiring against all of them to retain the gold it possesses in the veins of the earth. Red-blooded veins — blue-blooded veins — black-blooded veins of men — golden veins of earth — Klondyke earth — Klondyke gold — ice — wind — Famine!

"THE TRAIL OF '98"

with

DOLORES DEL RIO

Directed by Clarence Brown

Story by Robert W. Service

Cast of Characters:

BERNA.....*Dolores Del Rio*
LARRY.....*Ralph Forbes*
JACK LOCASTO.....*Harry Carey*
LARS PETERSON.....*Karl Dane*
SALVATION JIM..*Tully Marshall*
SAMUEL FOOTE, "the Worm" *George Cooper*
OLD SWEDE....*Russell Simpson*
MRS. BULKEY....*Emily Fitzroy*
MR. BULKEY.....*Tenan Holtz*
BERNA'S GRANDMOTHER *Cesare Gravina*
MOTHER'S BOY.....*John Downs*
ENGINEER.....*E. Alyn Warren*

Women waiting at home for their men and gold, women hitting the trail for gold with their man, with any man — inhaling gold — exhaling gold, giving spirit — body — soul for gold!

Tender women—foul-mouthed women — drunken kisses and drunken embraces, whiskey raw and whiskey neat — cards — roulette — love — murder — thievery — envy — greed all for gold — Klondyke gold, all in the "Trail of '98."

Metro - Goldwyn - Mayer's Trail of Gold — Big Theatres — Little Theatres — New York to San Francisco — Toronto to Alaska, Trail of box-office gold — Great Britain — France — Germany — Pounds — Francs — Marks — box-office gold — Italian gold — Spanish gold — Government mint gold, in the "Trail of '98."

Exhibitors stampede for Gold —Gold—Gold!

Don Stapleton Got Busy He Changed Feature

Stirs Up Public Interest by Keeping Title in the Dark

A film feature delivered at the Centre Theatre, Ottawa, Ontario, the night before it was scheduled to open a week's run there did not suit Manager Don Stapleton. Then a wild night started!

Using the long-distance telephone. Mr. Stapleton found that the picture he wanted was 175 miles away. Jumping into his car at midnight he made the trip and was back at 5 a.m. on the Saturday, when he rushed to the newspaper offices to cancel the advertisements and readers on the canned feature. Having a box of reels but no half-tone cuts or paper, he snapped into a new style of "Take-a-Chance Week" by running the displays in the day's papers with question marks in place of the title, mentioning only the names of the two stars, Lois Moran and Norman Kerry. The feature really was "The Irresistable Lover" but he did not announce it, in view of the fact that he had no illustrations or reading notices on it.

Later that day the editions carried the Centre Theatre display with such queries as "What have we got this week?"; "? ? ? ? Picture Spreme with Norman Kerry, Lois Moran;" "At the Centre, the Best ---- What is it? Why is it?"

The immediate result was that the mystery attracted crowds and telephone calls galore and the Centre did well--so well, in fact that Manager Stapleton did not announce the name of the attraction until the third day. And the public never knew the real reason behind the question marks!

Ald. H. E. Wilton Petitioned for Parliament

A member of the Hamilton, Ontario, City Council for a number of years, Ald. H. E. Wilton, popular and widely known manager of the Strand Theatre, has received a largely-signed petition asking him to step into the Parliamentary arena by running as a candidate in the East Hamilton by-election to fill a seat in the Ontario Legislature.

Ald. Wilton has charge of one of the attractive suburban houses of Famous Players Canadian Corp.

Fred McLennan Calms Audience During Nearby Fire

Quick action on the part of Manager Fred McLennan of the Brock Theatre, Brockville, Ontario, averted a rush on the part of patrons in the theatre when fire broke out in a nearby business structure.

Some of the people in the audience became excited when they heard the commotion in the street outside and when smoke entered the theatre. As the patrons started to jump up, Manager McLennan explained what was happening and, in the meantime, the theatre employees took their emergency posts. With this assurance, the large crowd steadied down and saw the rest of the show.

United Artists Movietone Release "The Love Song"

United Artists Corporation's New York office recently announced that the first movietoned sound film to be released by that organization will be "The Love Song," in which Lupe Velez, young Mexican leading lady for Douglas Fairbanks in "The Gaucho," will sing a theme song especially written by Irving Berlin.

Mr. Berlin, who has been residing with his family in California during the winter, wrote "The Love Song" at the request of his life-long friend, Joseph M. Schenck, President of United Artists. When Izzy Baline was a "singing waiter" at "Nigger Mike" Salter's in the Bowery, young Joe Schenck was selling pills in a Chatham Square drug-store.

Regent at Gatineau Menaced by Floods

The Regent Theatre, a new and cosy house at Gatineau, Quebec, under the management of Joseph LaFlamme, has been menaced by late spring floods of the Ottawa and Gatineau Rivers. Navigation by water has been the mode of transportation throughout the town and people have experienced difficulty in reaching the Regent Theatre. The house has been operating without interruption, however, despite the situation and regardless of the uncertain electric services.

McLennan of Brockville Loses Daylight Saving Fight

Fred McLennan, manager of the Brock Theatre, Brockville, Ontario, lost out in his fight against daylight saving in that city, the council having voted unanimously for summer time which started June 17 and continue until September 2.

Empress Montreal Owned By Confederation Amusements Ltd.

The Confederation Amusements, Limited, a new Montreal firm headed by F. A. Tabah, well-known locally as a retail merchant, is the owner of the Empress Theatre, seating 1,800 persons, which was opened a few days ago. The house is situated at Old Orchard Avenue and Sherbrooke St., Montreal.

A unique feature of the structure is the system of ventilation which was installed by the Ozone Pure Airifier Company. This company is now represented in Canada by William C. Christmas, Beardmore Bldg., Montreal.

Ottawa Theatrical Ball Staged Not by Theatre Owners

When a "theatrical ball" was staged in the Wembley Academy, Ottawa, Ontario, recently, Don B. Stapleton, manager of the Centre Theatre, issued a statement as president of the Ottawa Theatre Managers Association to the effect that local moving picture houses were not sponsoring the venture in any way. A similar statement was issued by William Hartnett, representing the employers of Ottawa and Hull theatres. The ball was conducted by Montreal promoters.

Winnipeg Authorities Insist On Sprinkler System

The city of Winnipeg has again insisted that all the motion picture houses in Winnipeg which operate small stages for presentation work, enclosed by a curtain, shall install sprinkler systems over the proscenium arch to avoid danger of fire from the stage. Up to date the theatres have vigorously opposed going to this extra expense, but action is now to be taken to compel the installation.

Fire in Capitol, Brandon Does Small Damage

A fire in the operating room of the Capitol Theatre, Brandon, Man., recently, did some damage. It was accidental and was due to the film bunching and becoming ignited from the light in the machine. There was considerable smoke in the theatre, but no panic as the audience was dismissed.

Theatres at Montreal Start Saturday Opening

Theatres of the United Amusements, Limited, Introduces New Policy

On June 2, no less than twelve more moving picture houses of Montreal, Quebec, adopted the Saturday opening plan, these being the theatres of the United Amusements, Limited, Montreal, and including the Strand, Rivoli, Regent, Rialto, Mont Royal, Plaza, Amherst, Westmount, Papineau, Belmont, Corona and Rosemount. All of these theatres had previously started new programs on Sundays.

The change follows the practice of the Capitol, Palace and other large downtown theatres of having Saturday openings. The United Amusement theatres are located in all parts of the city.

D. E. Krendel Visits Toronto On Way to Winnipeg

D. E. Krendel formerly in the editorial department of the Exhibitors' Review and Theatre Management passed through Toronto on his way to Winnipeg to join the Warner forces there as Sales Representative under Wolfe Cohen, the President Manager of the Warner Winnipeg Exchange.

Mr. Krendel is now in his "own home town."

Vera Gordon plays the role of John Gilbert's mother in "Four Walls," for Metro-Goldwyn-Mayer.

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Famous to Build Theatre at Saskatoon

$275,000 Building to be Completed 1928

H. M. Thomas, western divisional manager of the Famous Players Canadian Corp., has announced that his company will build a $275,000 theatre in Saskatoon to be finished this year.

Winnipeg contractors among others are offering tenders. Business in Western Canada has been influenced by the dry month of May, which has reacted on theatre attendance.

Ottawa Theatre Manager Stapleton Nearly Drowns

Manager Don Stapleton of the Centre Theatre, one of the largest in Ottawa, Ontario, had a thrilling experience while testing a new speed boat with outboard motor on Lake Deschenes near Ottawa on the evening of June 7.

While travelling at 35 miles per hour, the boat struck a wave and overturned, Mr. Stapleton being thrown into the water. Fortunately he was wearing a life-saving jacket and he was able to swim the 300 yards to shore, pushing the boat ahead of him. The engine broke loose from the boat in the upset and was lost. Mr. Stapleton was almost exhausted when he reached shore but was none the worsefor his adventure next day.

National Council Approve Showing of "Dawn"

Mrs. J. W. Wood Acting Convenor of Films to Consult with Provincial Treasurer

"Dawn" of much controversy will be discussed fully by Mrs. J. W. Wood, acting convenor of films for the National Council of Women, who saw a preview of "Dawn" and thereafter discussed it in private session.

No official endorsation of the film has yet been made, but Mrs. Wood is to deal with the subject according to her discretion. It is reported that Mrs. Wood will bring her endorsation of the film to the attention of the Provincial Treasurer, Dr. Monteith of Ontario.

Mrs. Wood states the picture is "good peace propaganda and that her only objection, if she was inclined to find fault, is that "Dawn" is too lenient to the Germans.

Coplan Princess Ottawa Fined For Boy's Theatre Admission

Solomon Coplan, proprietor of the Princess Theatre, Ottawa, Ontario, was fined $5 and costs by Judge J. F. McKinley in the Ottawa Juvenile Court for permitting a young boy to attend the theatre during school hours. The boy was also in court but was allowed to go home.

Loew's Theatre Reopens Completely Redecorated

Wurlitzer Organ Installed as Added Feature

Loew's Toronto Theatre which recently had a fire necessitating its closing; with performances carried on in the Roof Garden of the building, was reopened. The theatre has been greatly improved, new lighting and redecorations making this very popular theatre more attractive than ever.

Turquoise blue and gold is the new colour scheme with crystal chandeliers and all the decorative and additional frills, such as a "make-up" room for ladies, dear to the heart of the feminine public.

Arcade, Montreal, Re-opened Joseph Cardinal Manager

The Arcade Theatre, St. Catherine Street East and Maisonneuve Street, Montreal, has been re-opened after extensive building alterations, under the management of Joseph Cardinal. The re-opening attraction was "Coney Island."

New Famous Theatre Ottawa Capital to Open January

The new Famous Players Theatre at Ottawa, Ontario, to be known as the Capitol, is scheduled to open January 1 under the management of Ray Tubman who now has the Regent and Imperial Theatres in Ottawa. The new Capitol will cost $1,250,000.

Announcing the Celco Mazda Unit

The Mazda Lamp to replace the Arc is now coming into such general use that we have designed and are building, for the most part, in our own plant our Celco Mazda Unit. In designing our Unit, we tried, and believe we have succeeded, to produce a Unit that is perfect in every possible respect. Our Unit is simple but sturdy, easy of adjustment and operation, and extremely efficient.

LAMPHOUSE—Blued steel, ample size, neat design, fully ventilated, doors on both sides.

CONDENSERS—B. & L. Cinephors, special for Mazda, in machined cast iron mounts, easily removable.

REFLECTOR—B. & L. Cinephor, 5¼" special for Mazda, in three-spring cradle, instantly removeable.

SOCKET—Mogul Porcelain Receptacle, swivel mounted on male half of 30 ampere slip stage connector, simple, instantly removable, trouble proof, and inexpensive in case of repairs.

LAMPS—600 or 900 watt 30 volt Projection, the Transformer handling either one without adjustment.

TRANSFORMER—Jefferson Special with Jewell Ammeter mounted thereon, for front booth wall mounting. Guaranteed, cool and quiet in use, two snap switches give full control of amperage and bulb.

SUB-BASES—According to order for Motiograph, Powers 6A or 6B or Simplex Projectors.

SLIDE CARRIER—Drop slide type. Push lamphouse over and show slides instantly as usual.

ADJUSTMENTS—Six handles at rear of lamphous give, by rack and pinion, independent adjustment of either bulb or reflector up and down, back or forward or sideways. Pinhole in dowser.

FINISH—Natural blued steel, baked on black enamel, nickle plated rods, and polished aluminum handles.

OPERATION—We recommend for throws up to 100 feet, picture not over 10' 6" x 14'. Users say, however, up to 12' x 16'. Light is even all over sheet, brilliant, constant and flickerless. No adjusting, no carbon fumes, no dark corners. For 110 volts 25 or 60 cycles, or 30 volt D.C. plant. Enormous current saving over arc, the 900 watt lamp draws 9 amperes from lighting circuit. Power circut eliminated. Lamps rated at 100 hours life, we calculate they equal carbon costs at 80 hours, and our records show 150 hours average life. The use of good lenses, the Ross or Gundlach No. 2, and a Gold Fibre Screen are necessary for finest results.

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Imperial Montreal Closes For Many Improvements

The Imperial Theatre, Montreal, one of the largest in that city, was closed recently by Manager H. W. Conover for one month so that extensive remodelling could be carried out. This house is owned by E. F. Albee who also has the Imperial Theatre in St. John, N.B. In close proximity to the Montreal Imperial is the Albee Building in which practically all of the film exchanges have their offices.

Monument Theatre Ablaze Firemen Get Control

A threatening fire visited the Monument National Theatre at Ottawa, Ontario, recently, the flames reaching such proportions that a second alarm was turned in. Fire started under the stage and worked along the walls to the balcony but was extinguished before hitting the projection room.

The Monument National, which is completely equipped for film performances, is owned by the Roman Catholic Church. The building was reconstructed a few years ago at a cost of $30,000. The loss from the fire was $6,000.

"The Somme" Gets Pipe Band To Parade at Renfrew

When the O'Brien Opera House, Renfrew, Ontario, played "The Somme," recently, the pipe band of the Renfrew Highland Regiment paraded the streets of the town at 7.30 each evening, attracting wide notice and leading many people to the theatre. Prices ranged up to 40c.

Capt. Badgley Returns Film Industry Progressive

Urges British Producers to Sell Product Direct to Canada

F. C. Badgley, director of the Canadian Government Moving Picture Office, has returned to Ottawa after several weeks spent in Great Britain where he made arrangements for the distribution of the official Canadian film releases.

Mr. Badgley had a word of praise for the large new studio outside of London, England, and declared that the British Film Industry was showing considerably more activity. He felt that there were fine possibilities for the making of pictures in Canada. While in England he urged British producers to sell Canadian rights to important productions direct to film distributors in Canada rather than to those in the United States.

Mr. Badgley viewed the famous picture "Dawn" while in Britain and expressed the opinion that there was little or no justification for the present controversies. Canadian films were now being shown in from 300 to 500 theatres in the British Isles.

Gwen Lee has been loaned by the Metro-Goldwyn-Mayer studios to play an important role at Tiffany-Stahl.

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Against Indiscriminate Use of Sound in Pictures

In confirming the announcement made last week that Metro-Goldwyn-Mayer had signed contracts with Western Electric Sound Projector in the production of talking pictures, Nicholas M. Schenck, president of the film company, urged caution by all producers against the indiscriminate introduction of sound in pictures.

"It is the belief of Metro-Goldwyn-Mayer," he said, "that the importance of sound in pictures is too great to permit of any indiscriminate use which may hamper its ultimate full expression. The application of sound to pictures will unquestionably in its final development help to make the motion picture more than ever the greatest single entertainment force in the world, and it is with this conviction that we have availed ourselves of the Western Electric Sound Projector which we consider the best development of this technique. But it will not be the policy of Metro-Goldwyn-Mayer to rush into print with anticipated elaborate plans for talking pictures. Rather it will be our policy to proceed so that each of our films employing the use of sound may do so with the most intelligent and sympathetic application. We have already undertaken the installation of the necessary equipment at our studios in Culver City, California, and within a short time we will announce to the public further details of the initial Metro-Goldwyn-Mayer pictures adapted to sound.

"It is interesting to note at this time that Metro-Goldwyn-Mayer visualized long ago the possibilities of stimulating the creation of mood in pictures by the auxiliary use of theatre presentation in the form of back-stage sound and musical effects. This technique was introduced notably in connection with the road-showing of "The Big Parade," at a time when sound pictures were still in a stage of experimentation, and picture observers believed it paved the way for the acceptance by the public at a later date of the final scientific development."

Tourists to Quebec City Visit Auditorium Theatre

When the Canadian Pacific Railway recently staged its annual French-Canadian Folk Song and Musical Festival at Quebec City, attracting tourists from many parts of Canada and the United States, use was made of the Auditorium Theatre, Quebec City, opened a few months ago by the Auditorium Company of which J. A. Paquet is president and Albert D. Denis is manager. This theatre is the latest addition in Canada to the Keith-Albee circuit.

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Round About the Studios

Greta Garbo wears six different evening gowns in her newest starring vehicle for Metro-Goldwyn-Mayer, "War in the Dark." Each one is entirely different from the other.

Monty Collins is teamed with George Davis in the feature comedy roles of "Who's Lyin'?," an Educational-Mermaid Comedy. This is the second Mermaid Comedy in which Collins has been featured. He worked with Jack Miller in "At It Again," with unusual success. Incidentally, Collins is one of the outstanding comedians slated for feature roles in Educational's Mermaid productions during the coming season.

Edward Everett Horton will produce two comedies for release by Paramount during the next season. They will be two-reelers, titled "Call Again" and "Vacation Waves."

The work of Mary Nolan in "A Man's Past" and "The Foreign Legion" has been of such a pronounced dramatic character that Universal has decided to make her a featured lead. The first picture in which she will be featured is "Come Across" by Charles W. Taylor. William Wyler will direct it from a continuity by J. Grubb Alexander.

Evelyn Brent is back in Hollywood again after a vacation in New York. She is scheduled to begin work shortly on a new Paramount picture in which she will be co-featured with Clive Brook.

Martin G. Cohen, in charge of Tiffany-Stahl's editorial department, is now busily engaged in editing "The Ghetto" in which George Jessel plays the leading role, and "Marriage of Tomorrow," a sensational picture of companionate marriage.

Harry Keaton, brother of Buster Keaton, is playing with the comedian in his new Metro-Goldwyn-Mayer comedy, "The Cameraman."

Nothing but ultra-modernist furniture and futuristic clothes are used in "Our Dancing Daughters," for Metro-Goldwyn-Mayer, which features Joan Crawford, Dorothy Sebastian, Anita Page, Johnny Mack Brown and Nils Asther.

The adventures of a typical trout fisherman are depicted in the first portion of "Thoughts While Fishing," "Silver Shadows," Robert C. Bruce Outdoor Sketches to be released by Educational.

Bebe Daniels, Paramount star, has moved into a rented house at Santa Monica for the summer. The home on the beach which she is building for herself will not be completed for two months, and from her temporary location she can keep an eye on construction.

While the search for Ravenal and Magnolia goes on, the production department at Universal City is trying to secure from some actor's library or antique shop scripts of "The Minister's Bride" and "Tempest and Sunshine" which have been actually in use. They are to serve as properties in the back-stage scenes of "Show Boat."

With the filming of "The Grain of Dust," "The Albany Night Boat" and "Beautiful But Dumb," Tiffany-Stahl announce that this completes their producing schedule for 1927-28.

As soon as Jean Hersholt and Edward Sloman finish with "The Girl on the Barge" they will start production of "The Braggart." This is an original screen story by Benjamin Kutler for which the continuity was written by Charles Kenyon.

Polly Moran played her 57th variety of role with Lon Chaney, as the landlady in Metro-Goldwyn-Mayer's "While the City Sleeps." She has played in almost every Chaney picture in recent years.

"The water's great," according to Hal Roach's "Our Gang," whose comedies speak for themselves. They are released through Metro-Goldwyn-Mayer.

Irving Thalberg, vice president and producing chief for Metro-Goldwyn-Mayer, and his wife, Norma Shearer, returning from Europe.

Lloyd Hamilton is supported by a heavyweight comedy villain, Kewpie Morgan, in "A Home Made Man," his Educational Comedy in which Hamilton is cast in the role of a soda fountain operator. Morgan tips the scales at more than 250 pounds.

Louis D. Lighton, one of the Editors-in-chief of the Paramount studio, and Hope Loring, his wife, and herself a scenario writer, have returned to Hollywood after a vacation in Europe.

Beatrice Van, who wrote the sophisticated comedy, "You Can't Buy Love," has also completed the continuity. It will go into production as soon as Ernst Laemmle, who will direct it, is fully recovered from his recent automobile accident.

Johnny Mack Brown, the University of Alabama football hero who made his screen debut opposite Marion Davies in "The Fair Co-ed" and has since played several featured parts with Metro-Goldwyn-Mayer, is now in the South and plans a visit to New York on his way back to the coast.

Jack Oakie, comparatively a newcomer in Hollywood, has been cast for the role of Salty in Clara Bow's next Paramount picture, to be called "The Fleet's In." The director will be Malcolm St. Clair.

In Dorothy Devore's concluding starring comedy for Educational's 1927-28 program, titled "Rah, Rah, Rah!" the petite comedienne appears as a college freshman at a girls' school.

Tim McCoy will wear the uniform of the Civil War in his next Metro-Goldwyn-Mayer vehicle, when he will play the hero of "Morgan's Last Raid."

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